



SELF ASSESSMENT ON FCC EEOC ANNUAL REPORT

EMPLOYEE ASSESSING	Elyse Monroy	DATE	5/31/2011
POSITION-TITLE	Personnel Clerk	DEPT	G&A
STATION EVALUATING	KSNV		
FCC EEOC ANNUAL REPORT EVALUATION-PERIOD	5/21/2010	THRU	5/20/2011

Process Evaluation

(Attach any tools used to support your efforts)

1. Efforts made in widely dissemination job postings to bring in a diverse pool of applicants.

- A. Southern Nevada Communication Company has successfully done broad outreach of its employment information. KSNV posts to various industry websites that are used by broadcast and journalistic professional seeking employment in the broadcasting field. KSNV utilizes an online employment service company called Broadcast Compliance Service (BCS). After its initial independent posting efforts are complete KSNV posts its open jobs to the BCS online system. BCS then posts each job to its extensive list of school job boards, career centers, and 3rd party posting locations all over the county. KSNV is very pleased with its decision to start using BCS as we are now able to reach more posting locations and can reach a much more diverse pool of potential candidates in a much broader way. The BCS system allows for this broad outreach to be done in a very efficient and cost effective way.

2. Efforts made to review interviewed pool to analyze if selected applicants are from a wide variety of recruitment sources.

- A. All applications that are received by email, fax or mail for all positions are logged and sent to the hiring department head for applicant review and candidate selection.

3. **Efforts made to notify organizations helping job seekers to request to be notified on each job opening.**

A. KSNV has request from the following organizations to send all of our job postings:

- California Chicano News Media Association
- Catholic Charities
- Everest College
- Goodwill Career Connections
- Medialine
- Nevada Broadcasters Association
- Nevada Job Connect
- Ohio & Illinois Centers for Broadcasting
- The Art Institute
- United States Veterans Administration

4. **Efforts made in educating hiring managers, employees and applicants on our EEO program.**

A.

Throughout the year all hiring managers receive trade magazines and or email newsletters that contain EEO hiring compliance information. This year, no specific EEO training was done for hiring managers. This is an area that could be improved upon.

To inform all our of applicants about our companies EEO program all of our job postings have that following verbiage about the Stations EEO policy. **"Southern Nevada Communication Company is an Affirmative Action/ Equal Opportunity Employer. This employer does not discriminate on the basis of sex, age, race, color, religion, handicap, national origin, marital or veteran's status."**

5. **Identifying problem areas. What areas need most improvement?**

A. Most of KSNV's applicants for talent positions are from out of the state. With Nevada's extremely high unemployment rate this station could look to better reach out to job seekers in the Northern Nevada Community to fill open talent positions in the Station. Nevada has a very vibrant University system, with a successful journalism program. This station could do better outreach to the Universities' and Colleges' Journalism schools.

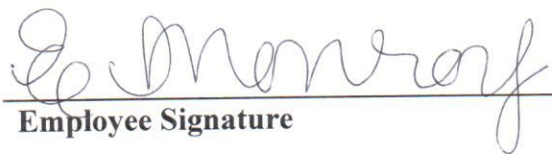
Every year KSNV has met its EEO Supplemental Recruitment Initiative. For the past few years the station has done primarily the same type of recruitment. Next year the station could try something else it hasn't done before, like hosting a job fair for hiring organization in the community. Or the station could host a scholarship program.

Now KSNV has a designated person at the corporate office to help make sure that jobs are posted and initiatives at met. The station should do a quarterly review of all job postings, and supplemental recruitment activities to ensure that the station is on track to meeting all of the requirements.

6. Progress since last assessment.

A.

The KSNV staff continues to participate fully in supplemental recruitment activities to educate the community about job opportunities in the broadcasting industry.



Employee Signature



Date

General Counsel Signature

Date

Station Manager Signature

Date

President & C.O.O.

Date